

LOWELL
Meets the Challenge
and
WILL WIN
Through in
'42

▼

COMMUNITY STRENGTH
... IS ...
NATIONAL STRENGTH

GREATER-LOWELL WAR FUND

Our Community Defended

V \$ 665
\$ 52.49
Courier-Citizen

Door To Door

It's Up To You!

1. THIS IS A WARTIME DRIVE—

Stress the truth that "Victory begins at home." This is the time to SHOW patriotism, not merely talk about it. Acquaint yourself with the 10 war funds served, as well as the 16 agencies of Lowell's own Community Chest. ALL in ONE drive.

2. MAKE YOUR OWN PLEDGE FIRST—

If you feel in your own mind you have done everything you can do, you will do your best to get the man you are going to solicit to do his best.

3. KNOW YOUR PRODUCT—

A good salesman knows his merchandise. Campaign information has been carefully prepared for you.

THE HOME FRONT CAMPAIGN OCT. 19 TO OCT. 30

HEADQUARTERS

FIVE CENT SAVINGS BANK BUILDING
36 John St., Room 205

DIAL 6990

4. KNOW YOUR PROSPECT—

. . . his name, his occupation, his personality, his interests and his giving ability.

5. CONTACT EVERY PERSON ON YOUR LIST—

If you do not contact all your prospects, you have deprived them of the opportunity of giving. Goals are not reached when prospects are not contacted.

6. GET INCREASES—

Talk increases—double!—as subscribers are about to make pledges. This is war!

7. DON'T—

- . . . leave pledge cards.
- . . . telephone, excepting to make appointments.
- . . . fail to attend all luncheon meetings.

Our Nation's Cause

V

Depends On Our Job HERE

WARNING

THIS CAMPAIGN IS A POSITIVE PART OF
AMERICA'S ALL-OUT WAR EFFORT

It Must Not be Sabotaged by
DISINTEREST
CARELESSNESS
COMPLACENCY

This is a NEW fund—a NEW Campaign—with
NEW WAR-TIME APPEALS

Gifts must not be based solely on past donations to permanent organizations but must result in a Double-PLUS War Gift from every prospect.

THINK SUCCESS!

THE AGENCIES OF THE 1942 WAR FUND DRIVE

WAR RELIEF

U. S. O.

British War Relief

American Social Hygiene

Greek War Relief

Polish War Relief

(Dutch) Queen Wilhelmina Fund

Russian War Relief

United China Relief

U. S. Prisoners Relief Fund

War Relief and Overseas Service

COMMUNITY CHEST

Blind Association

Boy Scouts

Boys' Club

Catholic Charitable Bureau

Country Week

Florence Crittenton Rescue League

Girl Scouts

Girls' City Club

Goodwill Industries

International Institute

M.S.P.C.C.—Lowell Branch

Lowell Visiting Nurse Association

Salvation Army

Social Service League

Y. M. C. A.

Y. W. C. A.

IMPORTANT DATES

(ALL MEETINGS IN MEMORIAL AUDITORIUM)

OPENING MEETING

Monday, October 19, at 6. P. M.

LUNCHEON AND REPORT MEETINGS

Report Meeting, Wednesday, October 21, at 12.15 P. M.

Report Meeting, Friday, October 23, 12.15 P. M.

Report Meeting, Tuesday, October 27, 12.15 P. M.

Final Report Meeting, Friday, October 30 at 6.30 P. M.

Victory

Begins at Home!



\$230,000 for 1943

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